

ARIA D. ADKINS

graphic design + photography

CONTACT

715-310-3656

ariadyer@gmail.com

ariadyer.com

linkedin.com/in/ariadyer

EDUCATION

Bachelors of Fine Arts,
Graphic Design
University of Wisconsin -
Stevens Point

SKILLS

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Adobe Premiere Pro

Adobe After Effects

Print Design

Digital Design

Branding & Identity

Typography & Layout

Social Media

Photography & Photo Editing

Video Editing & Production

Accessibility Design (WCAG)

PROFILE

Detail-oriented graphic designer and photographer with over 7 years experience in multimedia marketing and design. Problem solver and collaborative designer who thrives in both team and individually driven settings. My goal is to deliver high-quality design solutions that also evaluate the end users experience and accessibility.

WORK HISTORY

Graphic Designer

Isthmus Engineering | Hybrid

November 2023 – Present

- Initiated and took lead on developing a formal brand guidelines document and "quick reference" sheets for internal and external use to establish consistency and confidence in the Isthmus Engineering brand
- Created branded InDesign RFP template to streamline the design process and make document creation more efficient during tight turnaround proposals
- Created and maintained a digital library of branding assets in Creative Cloud

Graphic Design Specialist

Delta Dental of Wisconsin (DDWI) | Remote

December 2017 – November 2023

- Responsible for planning and executing design for key DDWI creative initiatives such as marketing collateral, handbooks, advertising, trade show materials, digital communications, email marketing, sales decks, direct mail, social media, and the DDWI corporate video strategy
- Initiated the redesign of all DDWI fillable forms to make them accessible for those with vision impairments following WCAG and ADA guidelines. Prior to this DDWI was vulnerable to legal action due to their non-profit status
- Managed and coordinated many projects with local printers and vendors to produce materials related to in-home mailings, trade show exhibits, and promotional items
- Took lead on in-house video production and editing and participated in planning meetings with external agencies for larger video productions
- Created and maintained a digital library of branding assets in Creative Cloud